

EVENTS COMMITTEE MEETING

April 18, 2017 - 5:30 pm

Co-Chairman Lancaster called the meeting to order at 5:30 pm. Committee members present: Wanda Marzahl, Lori Moller, Steve Cesarz, Sheila Henson, Janet Hugg, Mark Lancaster and Scott Logan. Committee members Tammy Herrera and Chuck Marzahl were absent. Also present were Mayor/Balloon Fest Chairman Mike Kelly, Tom and Laura Evers, Nancy Shepherd, John Trione and Dawn Bihlmaier.

PUBLIC COMMENT

None

MINUTES OF MARCH 18, 2017 – APPROVED

A motion was made by Wanda Marzahl, seconded by Scott Logan to approve the Events Committee Meeting Minutes of March 21, 2017, as presented. All ayes. Motion carried.

TREASURER'S REPORT

The only change to the Events Committee Treasurer's Report is an expense for the Harvard Main Line for the Easter Egg Hunt.

A motion was made by Scott Logan, seconded by Janet Hugg to approve the Balloon Fest Financial Report as submitted. All ayes. Motion carried.

COMMUNITY MOVIE NIGHT

The last movie night of the season was April 8th showing *Sing* with about 30 people in attendance. The next movie night will be in September with the movie to be determined.

SUMMER COMMUNITY BAND

No report

RABBIT SHOW - JUNE 25th, 2017 AT HARVARD MOOSE

Dawn Bihlmaier gave a report on the Rabbit Show which will be held on June 25th at the Harvard Moose Lodge. Harvard State Bank has sponsored \$50, but Dawn is having difficulty getting any additional monetary sponsors and raffle items.

BALLOON FEST LABOR DAY WEEKEND 2017

Budget

- The Committee discussed establishing expense line items for parking, grounds and photography. The mayor suggested tabling the parking and grounds expense line item so the Parking and Grounds Committees can determine the cost for flashlights, cones, safety vests, trash can liners and signage (some of the signage could be considered a capital expense and be reused every year). Nancy will be at the meeting around 7:30 pm, so the photography expense line item can be addressed at that time. Mayor Kelly will be reaching out to various construction companies to donate LED signage as an in-kind sponsor. Steve related that the County may have a couple LED signs available for use. The Committee discussed increasing the line item for Porta-Pots. A motion was made by Steve Cesarz, seconded by Janet Hugg to table the expense line items for parking and grounds and to increase the line item for porta-pots from \$5,000 to \$7,500. All ayes. Motion carried.
- At last month's meeting, the expense line item for the inflatable and extreme rides was increased but not the revenue line item to reflect the change in wristbands which are good for a single day (\$20/Friday, \$30/Saturday & \$30/Sunday). A motion was made by Wanda Marzahl, seconded by Steve Cesarz to increase the revenue line item for wristbands from \$45,000 to \$70,000. All ayes. Motion carried.

Bella's Bouncies Update

Mayor Kelly related that the City is waiting to hear from their liability insurance carrier whether or not we can use volunteers to help staff the inflatables. If allowed, we would use a combination of volunteers and staff which would reduce our overall cost. Bella's Bouncies staff would monitor the extreme rides.

Marketing/Promo Items

Tom and Laura left the room for the discussion on Marketing/Promo Items. Janet related that since our last meeting, the three vendors who were interested in creating a consortium to sell on-site sales conducted some research which showed that selling t-shirts wasn't very lucrative at some of the other balloon fests. Janet met with them at which time it was decided that interested vendors would submit separate bids for the volunteer shirts, festival t-shirts, polo shirts, koozies and on-line sales. The Committee reviewed the bid summary and the actual designs

submitted by JPD, Whimsical Stitchings and First Place Promotions. Janet clarified with Tom and Laura that either of their designs were considered two color designs. After discussion, a motion was made by Scott Logan, seconded by Steve Cesarz to award the bids as follows:

1. Jon Pagles Design Volunteer shirts (300) at a cost of 5.05/6.40 standard design lime green shirt
2. First Place Promotions Festival Tees at a cost of 6.68/8.68
3. First Place Promotions Koozies (2,500) at a cost of .49 ea.
4. First Place Promotions On-line sales (10-20% of sales + business cards and banners)
5. Committee/Pilot Polos Whimsical Stitching (100% cotton/embroidered)

All ayes. Motion carried.

The Committee will sell the festival tees on the grounds at various locations (beer tent, info booth).

Tom and Laura returned to the meeting. Janet advised them of the Committee's recommendations to award the bids. Tom and Laura suggested asking Whimsical Stitchings for a higher quality shirt for the pilots. At the Committee's inquiry, Tom and Laura thought that the design on the left would be the better design choice. A motion was made by Scott Logan, seconded by Wanda Marzahl to use the design as depicted on the left side of their submission and to table the quantity and colors ordered to wait and see how the online sales go. All ayes. Motion carried.

Mayor Kelly suggested requiring vendors to use the stadium cups for fountain drinks which they would purchase from the Events Committee. After discussion, the consensus was to see take an inventory this year of what type of cups/cans the vendors are using and wait til next year to use the stadium cups.

Subcommittees

Advertising/Publicity (Wanda/Tammy)

Wanda and Tammy haven't met yet.

The Committee discussed having a booth at Lisle Eyes to Skies, Waterford Balloon Fest and McHenry County Fair. The cost for Lisle is \$1,200 and the cost for a booth at McHenry County Fair is \$275-\$350 depending on which building; outside space is \$21 per frontage foot. The general consensus was that Lisle is cost prohibitive and to work with Nancy to have brochures available at the photography booth at the McHenry County Fair. A motion was made by Scott Logan, seconded by Wanda Marzahl to participate in the Waterford Balloon Fest on July 22nd, 2017, at a cost of \$100. All ayes. Motion carried.

A motion was made by Scott Logan, seconded by Wanda Marzahl to purchase 5,000 magnets from First Place Promotions at a cost of .15 each plus setup/shipping/handling; the final artwork will be submitted to Mayor Kelly and the Advertising Committee for approval. All ayes. Motion carried.

Beer Tent (Scott)

Scott reported that the City has issued the local Special Event Liquor License and an application has been submitted for dram shop insurance. Scott confirmed that bartenders and ID checkers do not need Basset certification.

Mayor Kelly and Janet brought up discussion of the individuals who will be bartending being allowed to keep their tips which might distract from the volunteer basis of the festival and could be perceived as a double standard. After discussion, the Mayor recommended creating a clear line of delineation between volunteers who are donating their hours to one of the not-for-profit organizations and bartenders who are receiving tips. Individuals who sign up to collect tips should be called bartenders and individuals who are donating their time will be called volunteers. A motion was made by Wanda Marzahl, seconded by Steve Cesarz that bartenders are bartenders and volunteers are volunteers and the two shall not meet and that bartenders will not receive a volunteer shirt. Further, Scott will be in charge of policing his bartenders. All ayes. Motion carried. Scott will work with Tom and Laura to order bartender t-shirts.

Craft/Open Air Market Vendors (Stacey Moore/Stateline Events)

The Balloon Fest has received several requests from businesses who would like to promote their business during the festival but don't necessarily have food or product to sell. Stacy is willing to manage the business vendors as part of the Open Air Market. Power availability will determine booth location. A motion was made by Wanda Marzahl, seconded by Scott Logan to add a Business Expo Category with the cost of a booth at \$150 plus electric. All ayes. Motion carried.

- Dawn indicated that McDonalds is using her tent to sell water as part of their sponsorship and inquired if the tent needs to be enclosed. Mayor Kelly replied that the Balloon Fest does not have a requirement for tent sides.
- Janet said there is an individual from her church that is active in Gideons who would like to set up a booth; the consensus was that would fall under the Business Expo.

- Wanda inquired about location of sponsor booths and felt they should get more exposure. Booth location for sponsors will be determined at a later date.

Entertainment/Music (Roger Hugg)

Mayor Kelly reported that the south stage is completely booked but the north stage still has a few openings.

Food Vendors (Tammy/Lori)

Lori reported that all but 3 of last year's food vendors are returning and both of last year's game vendors are returning. Our maximum for this year will be 30 vendors so we had openings for 6 additional food vendors. The Food Vendor Committee met to go over the food vendor waiting list to determine the open spots and we have received several confirmations. Wanda inquired why we are only having 6 additional vendors since we opened up the south side of the grounds. Mayor Kelly replied that we are limited by power availability.

Grounds (Chuck)

Wanda related that Chuck has not had opportunity to meet with Mike and Bryce Bannwolf to determine the number of available parking spaces.

Mayor Kelly related that he spoke with Mike Bannwolf who felt we would have room for at least 40 campers. A motion was made by Lori Moller, seconded by Wanda Marzahl to accommodate up to 40 campers. Steve suggested opening up a block of 1-20; once 75% of the spots are sold, we can open up spots 21-40. Lori and Wanda amended their motion and second respectively to include Steve's recommendation. All ayes. Motion carried.

Mayor Kelly recommended offering campers the option of having their own individual porta-pottie at their site. A motion was made by Steve Cesarz, seconded by Wanda Marzahl to offer the option on PayPal for individual porta-potties at a cost of \$100, plus a \$50 security deposit. All ayes. Motion carried.

Parking (Sheila/Steve)

- Steve reviewed the traffic flow pattern as submitted last month.
- Mayor Kelly is working with Motorola to use their lots for offsite parking. All general and handicap parking at Milky Way Park will be \$20 and remote/offsite parking will be \$10 with free shuttle service. If we are able to use Motorola, Mayor Kelly thought we would need at least 6 buses. The shuttle route would use the Harvard Hills Rd. entrance in and out of Motorola to Route 173 straight across to Diggins to the Ratzlaff St. entrance. Mayor Kelly will contact Durham to see if they would be in kind sponsor, with the festival paying the hard costs of fuel and maintenance. Solid Rock Community Church has also agreed to allow us the use of their bus and Sheila has offered the use of Brown Bear's bus again for train station shuttle service.
- Harvard Community Radio 101.3 will assist with communicating traffic conditions and other information to motorists.

Run with the Balloons 5K/10K (Lori, Tom, Laura)

- Tom and Laura reported that Stone Mill Trail really isn't wide enough to accommodate a large number of runners and reviewed routes for both the 5K & 10K using city streets. Mayor Kelly related the Chief's concern about turning on Diggins St by 5 points; the consensus was to avoid 5 points and turn left on Sumner St.
- Running Depot will promote the festival on their website.
- The Committee discussed parking provisions for the runners.

A motion was made by Wanda Marzahl, seconded by Steve Cesarz to recommend to the City Council that the routes for the 5K & 10K be approved, to increase registration by \$5 and to include a parking pass with a runner on it in the runners packet that can only be used on Saturday between 6 - 7 am in the general parking area. All ayes. Motion carried.

At 7:35 pm, Scott Logan left the meeting. A quorum was maintained.

Sponsorship (Wanda/Lori)

Wanda reported that the Sponsor Committee will be making follow up sponsor phone calls.

Mayor Kelly would like to present Edward Harvard Holdings (new owner at old Motorla building) the opportunity to be the Grand Champion Sponsor of the Balloon Fest in the amount of \$25,000. The Mayor's proposal is to mail them a formal presentation package that would outline the sponsor benefits in both English and Chinese and include two runners shirts with the Edward Holdings logo; the approximate cost should not exceed \$100. In addition to the normal sponsor benefits, the Edward Holdings logo would be printed on all the 5K/10K t-shirts. Mayor Kelly suggested that the winning photograph from the photo contest would be made up into a very large canvas with a brass plate "Grand Champion 2017 Harvard Balloon Fest" that they could put in their entry way.

Volunteers (Janet)

There are 21 not-for-profit groups that have signed up to participate in the balloon fest. Janet will set up a volunteer meeting to meet with each organizations key contact person in May using the City Council Chambers. Janet will need to know the volunteers needed for parking, the inflatables, grounds and the 5K/10K.

Lake Geneva Balloon Co.

- John reported that pretty much every pilot from last year will be back this year. In addition, he has 3 of the 5 commercial pilots signed up. He is looking for a couple balloonists that have a 4-6 passenger balloon. Once he has the commercial pilots signed up, he will know how many positions can be sold per flight. If a flight is cancelled due to weather, the flight would not be rescheduled and they would be refunded.
- John has several suggestions for a special shaped balloon and will forward a list to the Committee.
- John is setting up his own management team to assist with the operational side of festival.
- A crew training will be conducted in August. Should also have an indoor location, ideally a school gymnasium, in the event of rain.
- Each of the balloon pilots will need 2 volunteer crew members. Volunteers will sign up to be part of a team for the entire weekend, either the Saturday/Sunday morning launches or the Friday/Saturday/Sunday evening launches. The hours for the volunteers will be 6-9 am for the morning launches and 5-10 pm for the evening launches.
- Mayor Kelly indicated he would like to make arrangements to have propane on site this year.
- John is working with a local pilot who can assist with land owner relations.

Photography (Nancy Shepherd)

- The Photographers Reception will be held at City Hall on October 27th.
- Lori related that the Committee previously approved the entry fees for the photo contest at \$5 for student, \$10 for amateur and \$30 professional. The pro entry fee includes a 3-day photo pass whereas students and amateurs need to buy a stand alone pass for \$25. In theory, the student and amateur entries would be paying more than the pro category. The Committee discussed the photo contest fees.
- Nancy related there will be three categories in the photo contest: Day in the Life of a Balloonist, Balloons and Harvard Balloon Fest Festivities Food & Fun.
- The Committee discussed establishing an expense and revenue line item for photography. A motion was made by Wanda Marzahl, seconded by Steve Cesarz to establish an expense and revenue line item of \$4,000 ea. All ayes. Motion carried.
- Last year, we had 61 photographers with 281 photos submitted.

A motion was made by Wanda Marzahl, seconded by Steve Cesarz to adjust the fees for the photo contest as follows:

Photo contest fees (each photographer will be allowed 4 submissions):

- Student \$ 5 contest entry
- Amateur \$10 contest entry
- Pro \$20 contest entry
- Pro Bundle \$50 contest entry, 3 day photography pass and 3 day parking pass

Other

- The grand prize will be a camera and all contest finalists will be entered to win.
 - The photo contest judges will be given parking passes.
 - A photo pass will be added as a benefit for the photography sponsorship level.
- All ayes. Motion carried.

Nancy inquired if there was a way to include a check box during the registration process that the entrant has read all the rules and regulations. Mayor Kelly will discuss with Randy to see if it can be done either on the website or through PayPal.

Nancy brought up discussion on how to get high resolution photos since she is unable to receive and download the photos as high resolution. After discussion, the consensus was to require the finalists to submit a zip drive with their high resolution photo which could either be mailed or dropped off at City Hall.

Wording on the application needs to be such that the photographers retain rights to their photo. There may be a concern with the photography sponsor level wherewe will be mass producing the picture. Wanda suggested that the photographer be given credit for their photo. Mayor Kelly related that he is trying to secure a \$25,000 Grand

Champion Sponsor. One of the sponsor benefits would be the winning photo on a large canvas. Nancy related that a professional photographer would be able to provide a picture that could be used on a canvas.

Balloon Fest Chairman

- Glenn O'Connell is confirmed to return as a pilot for tethered rides with a 50/50 split of revenue. Mayor Kelly is working with a couple other pilots to offer tethered rides but doesn't have any confirmation yet.
- Mayor Kelly has reached out to a couple of pilots who offer handicap tethered rides. One of the pilots that responded is from Indianapolis. His flat show up fee is \$2,600 plus a fee per tether. Mayor Kelly indicated that the goal is to provide a service and be able to charge enough that we at least break even. The pilot will forward info to Mayor Kelly on the cost for just a single day or a combination Saturday/Sunday instead of the full weekend..
- Pat Skinner has offered us the use of her trailer; Mayor Kelly recommended we get her trailer to use on the grounds.
- Mayor Kelly has reached out to the Stingerz to use their concession stand to sell beer and wristband tickets.
- At Sheila's inquiry about sponsor rides, Mayor Kelly related that the event will have 15 balloons that will be used for the ascensions and night glows. Ideally 8-10 of those balloons will be used for sponsor rides. Sponsors will be encouraged to ride during the morning ascensions. The 5 commercial balloons will be dedicated for sold rides.
- The Committee discussed dedicating a portion of the blacktop area at the back entrance off of Ratzloff St. for motorcycle parking.
- Volunteer parking is yet to be determined. Mayor Kelly suggested several options: park offsite and take the bus or park off site at the Moose Field on Diggins St. and walk in. Mayor Kelly will contact Flocon to see if we can use their parking lot. We are also trying to get additional golf carts through Oak Grove Golf Course as well as three from Buck Bros. as in-kind sponsorship. Sheila stated she would prefer getting her own golf cart instead of using one that is being donated through inkind sponsorship. Mayor Kelly will contact Orrin Kinney who has a six passenger golf cart. Edward Holdings also has a six passenger golf cart.
- Need to reach out to Amy Bittner to see if they are willing to provide security again this year.

UPCOMING EVENTS

The next meeting is Tuesday, May 16th, 2017, at 5:30 pm.

At 8:41 pm, a motion was made by Wanda Marzahl, seconded by Steve Cesarz to adjourn the meeting. All ayes. Motion carried.

Submitted by:
Lori Moller, Secretary